



ALEX CHERFAN

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CAREER OBJECTIVE

Seeking a challenging managerial position in the Services industry and add value to my employer business using my skills, knowledge and long term experience for the best of all parties.

ACADEMIC EDUCATION

Bachelor in Business Administration,
Saint Esprit University, USEK Lebanon. 1986 - 1990.

Certificate in Front Office Procedures,
American Institute for Hotels & Motels Management, 1992

QUALIFICATIONS

- More than 25 years of successful career in the hospitality sector
- Hard working and devoted person able to perform under pressure
- Team leader and worker able to lead a team from different cultures
- Ability to work and communicate with different kinds of people
- Organized and systematic enjoying his job. Pleasant Personality
- Good command of English and French, with native Arabic

MAJOR COURSES OF ACHIEVMENT

General Manager Course
ESSEC Business School, Louvres University
Awarded in Paris, France

Professional Development Program
The Emirates Academy of Hospitality Management
Jumeirah, Dubai, UAE

The Certificate In Professional Selling,
Institute of Professional Sales, ADNHI, Abu Dhabi, UAE

PROFESSIONAL EXPERIENCE

TULIP INN AL KHAN HOTEL (4 Stars) – Sharjah – UAE LOUVRE HOTELS GROUP

General Manager February 2018 – Present

Transferred to the New Assignment with same Company, LOUVRE HOTELS GROUP, as an active participation in Hotel pre-opening.

Pre-Opening phase, Responsible for maintaining visibility with guests at all times, and to run a Hotel that has 210 guest rooms and suites, all day dining restaurant, Ballroom, Lobby Coffee Shop, Gym and an Outdoor Swimming Pool.

GOLDEN TULIP HOTEL (4 Stars) – Sharjah – UAE LOUVRE HOTELS GROUP

HOTEL MANAGER February 2015 – January 2018

Responsible for maintaining visibility with guests at all times, and to run a Hotel that has 264 guest rooms and suites, 2 conference rooms, Ballroom, 1 restaurant, a lounge, gym and a heated indoor pool.

Duties

- Using hotel resources to maximize guests' satisfaction & optimize revenues.
- Representing the hotel in the market place and develop relationships with key accounts.
- Analyzing statistical information and drawing conclusions.
- Developing and implementing staff training programs.
- Ensuring the accurate and timely submission of payroll data to the corporate office.
- Continuously developing the hotel brand.
- Attending tourism trade fairs and exhibitions.
- Providing the hotel owners with regular reports on the hotels operating objectives and fiscal performance.
- Aggressively managing all the independent revenue and expense areas to ensure profitability.
- Conduct disciplinary actions against staff, including terminations.
- Accurately forecasting revenues/expenses
- Participated in different Exhibitions abroad and local:
 - MITT Moscow, Russia
 - ITB Berlin, Germany
 - ATM Dubai UAE

ROOMS DIVISION MANAGER August 2011 - January 2015

Duties

Responsible of the entire Front Office, Housekeeping and Health Club operation including Front Desk, Concierge, Telephones housekeeping tasks, gym and swimming pool. Ensure high level of guest satisfaction as well as for the financial results of the department with a focus on controlling the expenses and ensuring maximum room revenues are achieved.

MILLENNIUM HOTEL (5 Stars) - Sharjah – U.A.E.

FRONT OFFICE MANAGER February 2007 – July 2011

Duties

Monitoring **Front Office** and **Health Club** Operations Personnel. Ensuring Optimum Occupancy and Average Room Rate to maximize revenue. Communicating with other operating Departments of all Front Office matters, which concern them. Identifying all Department training needs, developing training plans and implementing training sessions. Preparing and submitting statistical forecast reports as necessary. Checking billing instructions and credit limits for compliance with hotel policy.

Task Force in Sales Department

Participated in Sales Blitz and ATM Exhibitions.

Soft Opening taskforce of GRAND MILLENNIUM Hotel, Dubai

AL DIAR SIJI Hotel (5 Stars) - Fujairah – U.A.E.

FRONT OFFICE MANAGER June 2001 – February 2007

Duties

Monitoring Front Office Operations Personnel. Ensuring Optimum Occupancy and Average Room Rate to maximize revenue. Communicating with other operating Departments of all Front Office matters, which concern them. Identifying all Departments training needs, developing training plans and implementing training sessions. Preparing and submitting statistical forecast reports as necessary. Checking billing instructions and credit limits for compliance with hotel policy.

NATIONAL ROASTERIES, AL RIFAI, Dubai – UAE:

OPERATIONS MANAGER, August 2000 – June 2001

For 5 Retail Outlets & Sales within UAE.

Franchise for Al Homaizi Trading Company in Kuwait

The LANCASTER GOLDEN TULIP (4 Stars), Beirut - Lebanon:
FRONT OFFICE MANAGER September 1997 – July 2000

Active participation in Hotel pre-opening.
Cross Training: Sales Department.

Le VENDOME INERCONTINENTAL (5 Stars) Beirut-Lebanon:
ASSISTANT FRONT OFFICE MANAGER May 1996 – May 1997

Active participation in pre-opening phase.

INTERCONTINENTAL HOTEL (5 Stars) , Al Ain - UAE:
FRONT DESK AGENT October 1991 – April 1993
GUEST RELATIONS OFFICER May 1993 – July 1994
NIGHT MANAGER August 1994 – August 1995
ASSISTANT MANAGER FRONT OFFICE Sept. 1995 – April 1996

In charge of training new recruits.
Cross Training in Sales & Housekeeping Department

WORKSHOP AND TRAINING SEMINARS

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|----------------------------------|-----------------------------------|
| - Reservation Procedure | - Train the Trainers |
| - Professional sales | - Fire Brigade |
| - Yield Management | - Customers Come First |
| - Risk Management | -Frequent International Travelers |
| - Sales for Non Sales Part 1 & 2 | - Guest Courtesy Part 1 & 2 |

PERSONAL INFORMATION

Nationality	Lebanese
Date of Birth	August 05, 1965
Marital status	Married with 2 Children

REFERENCES – Available on Request